

WBTV



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WBTV- The Best of "West and East" Boca Raton, Florida.

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WeBocaTV (WBTV) www.WeBocaTV.com will broadcast the best of Boca Raton, Florida. This online channel will be accessible through any internet connection, Smart TV or IOS device. **WBTV** channel line-up will consists of 24/7 original and syndicated Boca Raton based programs. The network will broadcast everything from local news, homes for sale, events, community leaders, dining, shopping, schools, activities and so much more. *Boca Raton, Florida is home to over 200,000 residents, several fortune 5000 companies and visited by millions of people each year.*



www.WeBocaTV.com

Sponsorship Opportunity

Commercial Placement

- ❑ Brand/Company's supplied video or commercial (:15, :30, :60) can air "Live" with-in each 30 minute shows. Each 30 minute shows will air 3X a day for 7 days a week.
- ❑ Brand/Company's videos and links will broadcast "On-Demand" for 30 days
- ❑ \$15, \$20, \$25 (:15, :30, :60) per commercial (minimum 50)
- ❑ \$1,500- (1) Produced :30 second commercial

Sponsorship Opportunity

- ❑ \$5,000- (1) Produced 3-5 minute full feature segments
- ❑ \$20,000- (1) 30 minute special
- ❑ \$65,000- 13 Part Series feature (13- 3:00-5:00 minute segments)
- ❑ \$150,000 Seasonal- "Brought to you by.." Sponsor
- ❑ \$250,000 Annual "Brought to you by..." Title Sponsorship

Brand Activation

- ❑ Brand/Company featured as the "Brought to you by..." sponsor of series for 13 weeks. A promotional :5 - :7 second mention and #tag will air a minimum of 3X a day, 7 days a week for 13 weeks
- ❑ Brand/Company information and streaming content will be seen 24/7 online and on Smart TV's in high traffic areas in Boca Raton. (Hospitals, Restaurants, Colleges, Executive Office Buildings & HOA)

- ❑ "Brought to you by..." sponsor will be included in full page tune-in ad in Boca Life Magazine and WBTV business directory for 12 months
 - ❑ Brand/Company will be posted in social media and marketing campaign prior to airing and during broadcast. This includes spotlight and WBTV social media pages on Facebook, Twitter, Instagram, LinkedIn
 - ❑ Brand/Company will have script input and sign off on script prior to shoot
 - ❑ Brand/Company Seasonal and Title Sponsor LOGO will be included in 200,000 door hangers/distribution material in 2017
 - ❑ Brand/Company y will have ownership rights to full feature story with no restrictions on re-broadcast or internet rights
- * Category exclusively and commercial inventory is available on a first come basis and must be pre-approved prior to broadcast.

***WBTV will premiere January 2nd
2017 on www.webocatv.com***

***Targeting 200,000 Boca Raton
residents and Millions of People
Around the World.***

WBTV Content Partners and Stats

Print & Digital Affiliates

Boca Newspaper
Boca Life Magazine
City News
Take A Bite Out Of Boca
Spotlight Magazine

Alliances

A Touch Of Hope
American Cancer Society
AVDA
Black Hat Diamond Diva Club
Boca Raton Regional Hospital
Buzz agency
Crohn's and Colitis Foundation
Four Story Media Group
JAFCO
Junior Achievement
Kay Renz PR
N2 Publishing
Office Depot Foundation
Pinnacle Advertising
The Alzheimer's Association
The City of Boca Raton
Transmedia Group
West Boca Chamber of Commerce

Sponsors & Content Providers

Bruce's Of Great Neck
Busy Body Gym
Cheney Brothers
Cutick Financial
Family Nutrition Center
Farmer's Table
Fury Road
Inner Circle Executive Club
Jim Moran Institute
Lime Fresh Mexican Restaurant
Lord & Taylor
Lynn University
Port of Palm Beach
Photography By Layla
Pinion Grill
Prime Cigar
Racks Downtown Eatery
Saks Fifth Avenue
Saks Foundation
Tilted Kilt
The SilverLogic
Tiger Bay Club
Waterstone Hotel
United Yacht Sellers

WBTV Events

Q4 2016

Saks Childrens Foundation
JAFCO In My Shoes Luncheon
Spotlight Magazine Event
ACS Walk in Mizner
Office Depot Foundation Weekend In Boca
Boca Raton Home Show
Boca Raton Christmas Tree Lighting
Art Basel
Boca Raton Holiday Street Parade
JAFCO Jacob's Ladder Gala
Junior League Women Of The Year

Q1 2017

A Touch Of Hope Event
Boca Regional Gala
Food For The Poor Gala
Allianz Golf Tournament
Office Depot Women's Symposium
AVDA Heart Of A Woman Luncheon
Boca Festival Of The Arts
Crohn's & Colitis Luncheon

Marketing, Statistics and Distribution

As of January **2016**, **87%** of American adults use the Internet. WBTV has the ability to be seen on so many viewing platforms as listed below.



Nielsen Report Numbers –July 2016

Where People Are Spending Their Time With Media Consumption

P 18-34	39% Digital	vs.	29% Live & Time Shifted TV
P 35-49	36% Digital	vs.	35% Live & Time Shifted TV

Emerging technologies are showing steady growth

SVOD:	UP 19% over 2015	(50% penetration)
Enabled Smart TVs:	UP 43%	(23% penetration)
Smartphones:	UP 10%	(81% penetration)
Tablets:	UP 17%	(58% penetration)

WBTV will utilize a variety of communications vehicles including:

- WBTV local “Live” broadcast events
- Strategic Alliances and Partnerships
- Articles written (publications, online, press releases)
- Radio, Television, Magazine & Direct Mail **200,000 in 2017**
- Online: video, website, cross marketing with content partners/strategic
- Online and Offline Networking: Facebook, Twitter, LinkedIn.
- Seminars and Speaking Engagements
- WBTV will broadcast and sponsor over **40 Events in 2017!**





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Interested in being on WBTV?
Contact us at 561-487-3690 or online
www.bynetwork.com



WBTV- Behind the Scenes in Boca Raton